



DISTRICT OF  
SUMMERLAND



# CULTURAL PLAN

SEPTEMBER 2016



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Eric Simard/TOTA/SCC

## ACKNOWLEDGEMENTS

Wholehearted thanks to the many community groups, local businesses and individuals who took the time to contribute their ideas to the Cultural Plan over the past year. Summerland Council and municipal staff were also instrumental in the success of the cultural planning process. Thank you to everyone who participated in this valuable initiative.

*The Cultural Plan Task Force - August 19, 2016*

## Executive Summary

Welcome to Summerland. Reclining gracefully on the shores of Okanagan Lake and around the base of Giant's Head Mountain, this gem of a community is cherished for its intimacy, charm and natural beauty. Residents and visitors alike are passionate about the community's arts and festivals. People attach importance to its rich history and heritage, and to its world-renowned orchards and wineries. Summerland is a safe and friendly place where its active residents enjoy great community spirit and a high quality of life.

This is what people say they value most about Summerland: the arts, the character of the community, the quality of life, the community's history and heritage, and local agriculture. These values are what make the community unique. These are what define Summerland's culture.

This document – Summerland's first official Community Cultural Plan – was developed from the input of more than 2,300 comments received through an extensive year-long public consultation process. The Plan represents the collective wisdom and expressed views of the people of Summerland.

The Cultural Plan offers a clear path for leveraging the community's values and cultural assets to crystallize Summerland's identity and help bring about economic prosperity and social cohesion. It aligns with Summerland Council's adoption of the 'four pillars' model of sustainability, acknowledging that culture is as essential to a vibrant, healthy community as economic, social, and environmental matters.

Five strategic directions have been identified to build on the community's values and guide Summerland's cultural development into the future.

**1. Reflect Summerland's cultural values in municipal decisions and projects:** Take the importance of the arts, community character, quality of life, history and heritage, and agriculture into account when making decisions and managing projects.

**2. Establish an administrative framework to support the arts, heritage and culture:** Place responsibility for cultural initiatives within a designated municipal department and provide adequate and sustainable funding for cultural initiatives.

**3. Enhance public spaces and cultural places:** Preserve and extend public spaces, including cultural facilities, and create new ones. Give them a higher profile; animate and beautify streets and parks.

**4. Build on community strengths and assets:** Build on what's working and address local issues by leveraging community strengths and cultural assets.

**5. Connect the community:** Develop a community that is inclusive, accessible and affordable for all ages and social groups; connect Summerland's past with its present, its urban with its rural, and help community groups collaborate and coordinate.

The District of Summerland is encouraged to facilitate implementation of the Cultural Plan. This will require an appropriate allocation of human and financial resources as well as accountability. The municipality, however, cannot deliver all local cultural services. Well-established community groups are best positioned to undertake many initiatives. A spirit of mutual trust, cooperation and coordination between the municipality and cultural organizations will be needed for Summerland's culture to flourish.



Ian McIntosh

# Contents

<b>Executive Summary</b> .....	<b>3</b>
<b>Introduction</b> .....	<b>6</b>
<b>Summerland’s Cultural Values</b> .....	<b>8</b>
The Arts .....	9
Community Character .....	11
Quality of Life .....	13
History and Heritage .....	15
Agriculture .....	17
<b>Strategic Directions</b> .....	<b>18</b>
1 Reflect Summerland’s cultural values in municipal decisions and projects .....	18
2 Establish an administrative framework to support the arts, heritage and culture .....	19
3 Enhance public spaces and cultural places .....	20
4 Build on community strengths and assets .....	21
5 Connect the community .....	23
<b>Implementation</b> .....	<b>24</b>
Human Resources .....	24
Financial Resources .....	24
Accountability .....	25
<b>Conclusion</b> .....	<b>27</b>
<b>Appendix</b> .....	<b>28</b>

## Introduction

In 2015-2016, the people of Summerland came together to share their hopes and aspirations for their community. They spoke passionately of their affection for Summerland’s many forms of art, events and activities, history and heritage, orchards and wineries, natural environment, public spaces, boutique shops and second-hand stores, and community spirit. These are what make Summerland unique. These are what define the community’s culture.

Summerland’s first official Community Cultural Plan draws on more than 2,300 comments received through a widespread public consultation process. Feedback was provided through written submissions, replies to public surveys, suggestions left on display boards, and participation in 13 ‘community conversations’ on different aspects of local culture. This high level of public participation shows tremendous local support for cultural planning and for taking the next step to implementation.

Participants expressed their views on culture in the broadest sense, encompassing all kinds of social activity and community identities. As such, the Plan does not lay down a strict definition of ‘culture.’ Instead, it focuses on culture in terms of community values and provides strategic directions based on those values.

The community made a strong connection between culture and social wellbeing. People who are culturally active tend to lead healthier and happier lives. Culture can also help build a more inclusive and diverse community.

There is also a strong correlation between culture and economic development. Studies have shown how investment in local culture can attract new businesses and residents, retain youth, promote tourism, and boost local shopping.

In advanced economies, investors, companies and skilled knowledge workers look at a community’s arts and cultural offerings when deciding where



## INTRODUCTION

to relocate. A vibrant arts scene, a bustling downtown, respect for local heritage, quality of life and community character all serve to make a community more attractive to young families, business and creative people of all ages.

In its 2015 to 2019 Strategic Plan, Summerland Council adopted the ‘four pillars’ model of sustainability, acknowledging that culture is as essential to a prosperous community as economic, social, and environmental matters. Rather than simply viewing culture as an activity to be subsidized, the four pillars approach focuses on identifying a community’s cultural assets and values, and leveraging them for economic and community development. Support for local culture is an investment in the community.

This Community Cultural Plan aims to align culture with the District of Summerland’s overall objectives for sustainability, and to ensure the culture of the community is considered in decision-making and priority-setting.

The Plan was researched and written by the Cultural Plan Task Force, which was appointed by Council on April 13, 2015 to undertake a cultural planning process and develop a comprehensive plan to guide Summerland’s cultural development. All members of the Task Force are residents of Summerland.

The Plan incorporates many ideas emerging from the cultural planning process. Not all suggestions could be included but all were given serious consideration and none have been lost. All are available on a searchable digital database, and many are being passed on to other stakeholder organizations.

The action items are intended be a springboard for the full implementation of the Community Cultural Plan. The strategic directions based on community values will remain as guiding principles for Council and the wider community for many years to come.



## Summerland's Cultural Values

Asking hundreds of different people what they like most about Summerland has resulted in hundreds of different answers. During the Cultural Plan Task Force's public consultation process, opinions varied widely on what individuals valued about the community. By carefully analyzing the data, however, it was possible to identify five commonly held community values, both tangible and intangible.

These five collective values together shape Summerland's cultural identity:

- The Arts
- Community Character
- Quality of Life
- History and Heritage
- Agriculture

Each value emerged from perceptions of the community's strengths, but each also carries with it gaps and concerns that the Cultural Plan seeks to address.



Chris McIntosh



## The Arts

The arts are how we express our culture and communicate our ideas and beliefs. They help to form our sense of community. People have a basic desire to create, and research shows that participation in the arts has a positive impact on physical and mental health, resulting in both individual and community benefits.

Summerland provides a range of opportunities for people of all ages to express and realize their creative potential through many community-based art programs, clubs and events.

The community is home to artist studios and galleries, writers' circles, and music festivals. There is a long theatrical tradition, with the Summerland Singers and Players staging performances regularly since 1912. The nationally acclaimed playwright George Ryga wrote most of his major works at his Summerland home, including *The Ecstasy of Rita Joe*. Summerland Secondary School's musical performances and the Good Will Shakespeare Festival are two of the community's most successful arts initiatives.

Summerland has several significant works of public art, including its murals and the 'Voice of Mother Earth' granite stone sculpture outside the Museum. Most of the works were installed ad hoc since there were no municipal guidelines for the planning, selection, acquisition, display and maintenance of public art. Many people agree that art in public spaces beautifies and strengthens the character of the community and they would like to see a more systematic and proactive approach to integrating artwork into the public landscape.

Many of those who participated in the cultural planning process believed the community's rich tradition of creativity was undervalued and the arts were underfunded. They spoke of the opportunity to build on Summerland's solid base in the arts by improving communication and coordination among many independent groups. People would like to see a more coordinated approach to publicizing arts programs and events, better support for volunteers, and more rehearsal and work spaces.



*Eric Simard/TOTA/SCC*



*Jeremy Hiebert*

## Community Character

Residents and visitors to Summerland value the community as a charming, intimate and aesthetically pleasing town. Its character has been shaped by being “off the highway,” by its agricultural/residential mix, and its beautiful natural surroundings.

People take pride in living in a community that has independent shops rather than big-box stores, street banners rather than billboards. They want to preserve Summerland’s agricultural land while protecting and accessing the local environment. For many, Giant’s Head Mountain is the unofficial symbol of the community.

Because of Summerland’s varied terrain, water courses and agricultural lands, development is dispersed in pockets, such as Trout Creek and Lower Town. Residential and rural neighbourhoods are left isolated from each other, as well as from the downtown core. To build a greater sense of community, many people believe these dispersed neighbourhoods need to be better linked, physically and socially.

Many participants in the cultural planning process expressed a desire for improved street signage that better reflects Summerland’s cultural identity while more clearly directing both residents and visitors around town and to outlying attractions.





Ian McIntosh



Ian McIntosh



Eric Simard/TOTA/SCC



Jeremy Hiebert

## Quality of Life

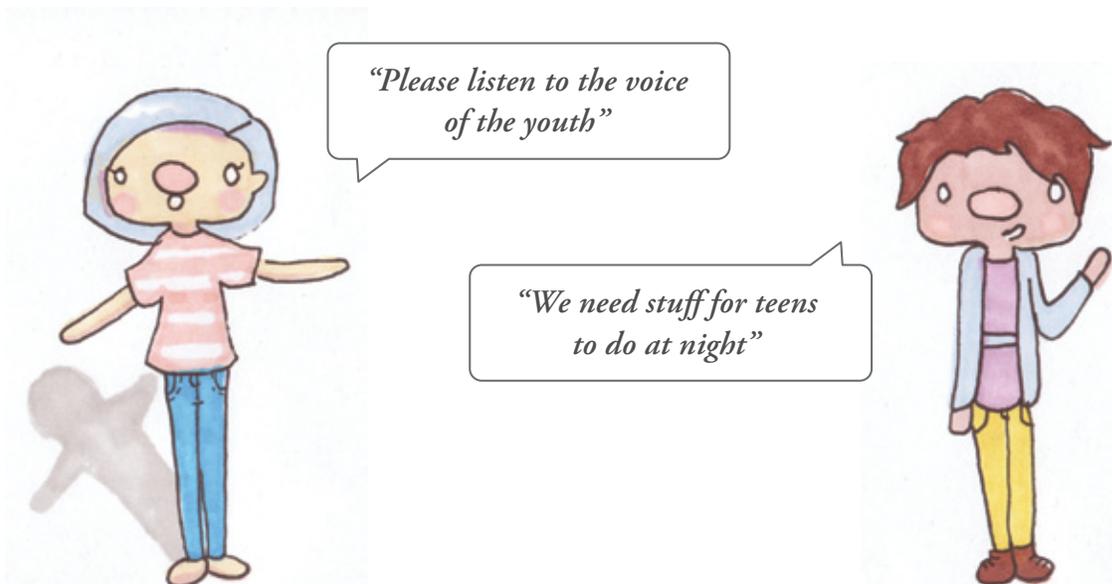
Summerland is valued as a fine place to live, whether to raise a family or to retire. It is a welcoming, caring and safe community where residents have a strong sense of belonging and community spirit. People talk to their neighbours and are helpful to strangers. They adapt well to the slower pace and relaxed atmosphere, and place a strong emphasis on healthy living and wellbeing. They enjoy the community's pleasant climate and natural setting, and take advantage of Summerland's many social, leisure and recreational opportunities.

Many people surveyed during the cultural planning process said Summerland's festivals and other cultural activities make a significant contribution to both their lifestyle and the local

economy. Many respondents expressed the need for a central information hub where all activities would be listed.

Some people feel culturally on the margins of the community. Summerland is viewed as an entertaining place for recent retirees and more active seniors, but accessibility is a challenge for the elderly and less mobile. Summerland is seen as a family-oriented community but teenagers would like more to do and more places to hang out.

Many people believe there isn't enough recognition or interaction with First Nation residents and neighbours. Some perceive that seasonal farm workers are socially alienated. And while new Canadians feel welcome and accepted, some have voiced a lack of acknowledgement and celebration of their culture and heritage.





*Dianne Hildebrand*



*Ian McIntosh*



*Dianne Hildebrand*

## History and Heritage

Summerland has a long and diverse local history that is important to the town's identity. Many people have a deep appreciation for the community's past and they want to safeguard and promote it. They support initiatives and events that foster and celebrate their heritage, and believe local history has the potential to boost tourism and become an economic driver for the community.

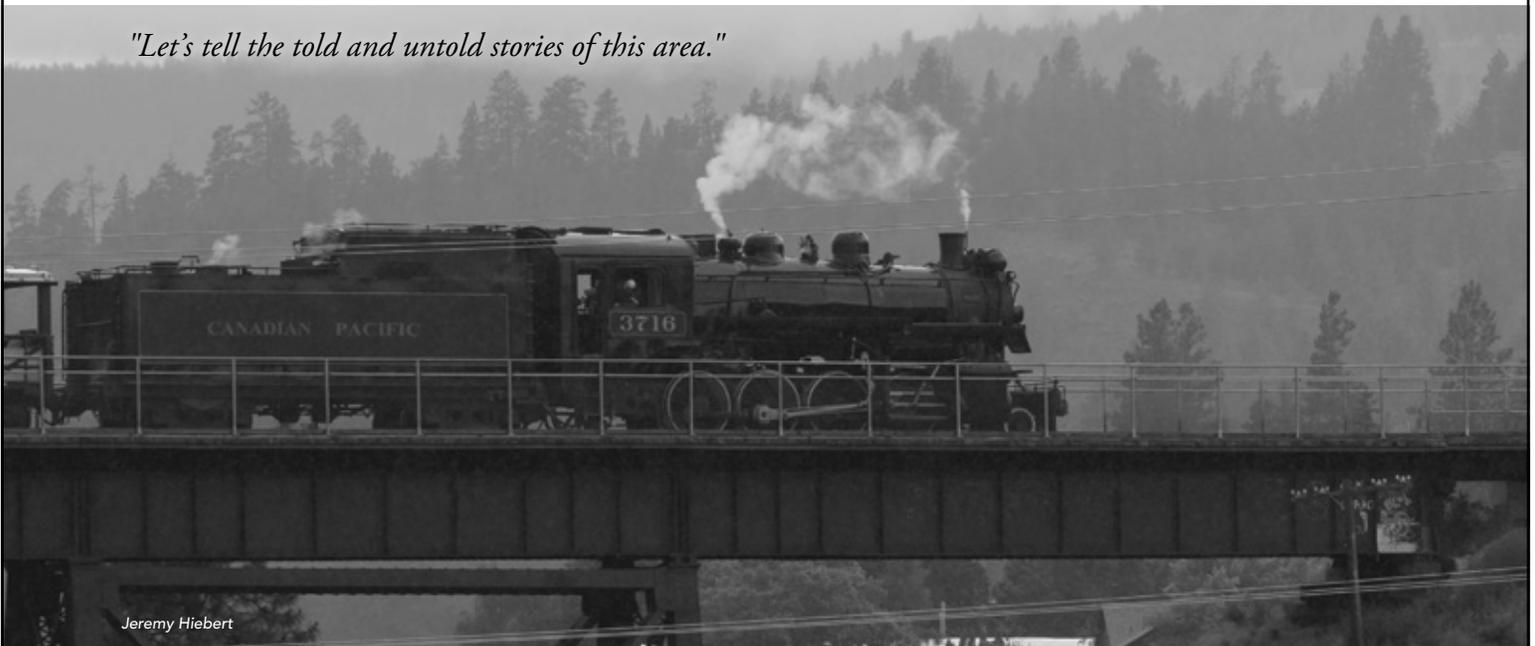
Originally known as Nicola Prairie, named after the Grand Chief Nicola, Summerland is the historical centre of the Okanagan Nation and the community has a long shared history with the Syilx people. Cultural development provides the opportunity to build greater ties with the Penticton Indian Band and to celebrate First Nations traditions.

Summerland has the highest concentration of heritage buildings in the Okanagan, with 62

buildings on the municipality's heritage inventory. However, only two buildings (Lakeside Presbyterian Church and Landry Sod Roof Cabin) are listed on a Heritage Register and are afforded an element of protection. Only one local building (George Ryga's house, now privately owned) has official provincial heritage designation. Many people would like to see a clearer process to protect heritage buildings and integrate conservation into modern land use planning.

The protection and promotion of Summerland's history falls primarily on heritage organizations such as the Summerland Museum, Heritage Advisory Commission, Okanagan Historical Society, and Kettle Valley Steam Railway Society. Many of these groups feel challenged and wish for better coordination and financial investment to carry out their mandates.

*"Let's tell the told and untold stories of this area."*



Jeremy Hiebert





*Jeremy Hiebert*

## Agriculture

For many residents and visitors, Summerland is a farming town. Agriculture has been the cornerstone of the local economy throughout the past century and it remains so today. With its fertile soil and hot summer sun, Summerland has a worldwide reputation for producing quality tree fruits and an expanding reputation for grape-growing and superior wines.

Locals enjoy being surrounded by orchards and vineyards, and they take advantage of easy access to agricultural products. Highway fruit stands, farm-gate fruit and vegetable sales, local wines, and farmers' markets are all regarded as economically and culturally important. The community is well positioned to take advantage of the local food movement and champion sustainable, regional food systems.

Yet, over the years, many farmers have come to feel estranged in their own community. They describe a loss of influence as Summerland has grown and fewer of its residents have roots in agriculture. The Fall Fair was an important cultural tradition in Summerland for 100 years; a lack of volunteers and a need for revitalization have been cited as reasons why it wasn't held in 2015.

Many people feel there are other ways to showcase local farmers' contribution to the community. Suggestions include featuring local fruit at community events, holding local celebrations at the end of fruit harvests, farm-to-table initiatives, and roadside signs to indicate the variety of fruit being grown.

## Strategic Directions

While Summerland’s cultural identity is shaped by its commonly held values, overall strategic directions provide the structure to build on those values and address the gaps and concerns identified by the community. Strategic directions provide clarity for good decision-making, effective allocation of resources, and measuring progress.

Five strategic directions have been established to guide Summerland’s cultural development :

- Reflect Summerland’s cultural values in municipal decisions and projects
- Establish an administrative framework to support the arts, heritage and culture
- Enhance public spaces and cultural places
- Build on community strengths and assets
- Connect the community with better accessibility, inclusiveness, and coordination

All five strategic directions are interdependent, and each carries with it specific actions to get started. The strategic directions will continue on as guiding principles for establishing further actions for many years to come.

### **1 Reflect Summerland’s cultural values in municipal decisions and projects**

Summerland Council makes decisions and sets policies that often impact the community’s shared values. Municipal staff take on projects and manage significant budgets that can have cultural implications. Therefore, decision-making needs to take into account the community’s cultural values the same way financial implications, environmental impact or safety concerns might

be addressed. A widened cultural perspective will consider whether a decision affects residents’ quality of life and the character of the community. It will ask what opportunities are there to celebrate local heritage and agriculture, and whether public art can be incorporated into new developments and public works.

Because cultural influences aren’t always fully apparent, the community’s cultural values need to be considered in municipal plans and policies across all departments. Everything needs to be viewed through a cultural lens. Initiatives to revitalize downtown, for example, shouldn’t be inadvertently impeded by municipal regulations or bylaws that limit store owners’ efforts to animate the streets.

Once it becomes second nature to consider culture in all aspects of municipal decision-making and planning, it is anticipated that a spill-over effect to private and community initiatives will allow a more vibrant Summerland to emerge.

### **Let’s Act!**

- Incorporate cultural considerations in District of Summerland policies, including opportunities to include public art and cultural references in all municipal capital projects
- Include a Cultural Impact Statement, where applicable, in District of Summerland staff reports to Council
- Review municipal bylaws to ensure they do not impede cultural development or community beautification
- Incorporate culture in local tourism promotion strategies

## 2 Establish an administrative framework to support the arts, heritage and culture

To best serve their residents and build a complete community, local governments deliver a range of programs and services either directly or indirectly. Basic municipal services include water and sewer, public safety (police, fire, ambulance), road maintenance, garbage collection, the upkeep of parks and beaches, recreational programs, and so on. Many municipalities also support the delivery of cultural services, often within Parks and Recreation, or an Economic Development Department.

Summerland has a strong cultural base with many programs and services delivered by non-profit volunteer organizations. Municipal investment in these various arts, heritage, and cultural initiatives has in the past tended to be ad hoc. If somebody

calls the District of Summerland and asks to speak with the person who deals with the arts or festivals, there should be somebody in Municipal Hall who can take the call. An established administrative framework would improve the planning, provision, coordination and support of cultural programs and services in the community.

Local public services have their foundation in municipal budgeting. Currently, Council invests in arts and heritage programs and supports community groups largely through the use of grants-in-aid and other discretionary spending. An arts and culture funding program with municipal monies designated to culture on an ongoing basis would be more cost-effective and provide better value. This approach would allow for long-term cultural planning, as well as transparent and sustainable funding.



### **Let's Act!**

- Place responsibility for arts, heritage, and cultural initiatives within a municipal department
- Review the current funding model for cultural investments and work towards the national average of funding for communities of a similar size
- Hire a community co-ordinator
- Establish a community cultural committee to oversee the implementation of the Cultural Plan and act as a liaison between the various arts and cultural groups and Municipal Council
- Where feasible and appropriate, encourage the participation of youth on Council committees

### **3 Enhance public spaces and cultural places**

In Summerland, culture happens on downtown streets and sidewalks, beaches, parks, and hiking trails. The character of the community and the beauty of its setting compels people outdoors. Public spaces are where Summerlanders hold their celebrations and memorials, where they meet with friends and mix with strangers.

When public spaces are animated and visually appealing, they give both residents and visitors a sense of place and attachment to the community. Activity is the key. Having something to see or do gives people a reason to visit and an excuse to return. The Sunday Farmer's Market animates Main Street on a day of the week when previously few people went downtown. The 'Wednesdays on

the Water' concerts enliven the lakeshore during mid-week in summer. These types of social activities create ambience and vibrancy while reflecting the community's cultural values, including our ties to agriculture, heritage and the arts.

Downtown revitalization and community beautification initiatives will encourage people to get out even more, further energizing the town and stimulating the local economy. Beautification includes keeping the community clean and tidy, planting greenery and flowers, installing works of public art, and maintaining heritage buildings and sites.

Culture also happens in purpose-built facilities like the theatre, museum, schools, art centre, youth centres, seniors centres, public library, recreation centre and the arena. Many people have expressed a desire for high quality cultural places situated within walking distance of each other to create a cultural hub in the centre of the community.

Summerland has a limited number of public spaces and cultural places, but the ones it has are appreciated and well used. Many members of the community wish to preserve and enhance these valued locations, and seek ways to extend them and create new ones. In particular, the community has often voiced the desire for a permanent Arts and Culture Centre.

### **Let's Act!**

- Establish an Arts and Culture Centre. Ensure that cultural space is included in the plans for a future multi-purpose community centre.

- Consider Summerland’s cultural values in the development of the Downtown Plan. The Plan should consider a more people-friendly downtown with a central gathering place like a town square, more benches, location for event information and tickets, public washrooms open year-round.
- Consider Summerland’s cultural values in the development of a plan to enhance the waterfront
- Develop a public art policy
- Include a downtown beautification line item in the municipal budget for annual maintenance and upgrading of the commercial core

- Review cultural facilities (including Centre Stage Theatre, Rodeo Grounds, and municipal parks) for upgrading and multi-use as part of the Asset Management Plan and Recreation Master Plan reviews.

**4 Build on community strengths and assets**

Traditional approaches to community development tend to focus on resolving impending issues. Funding is usually earmarked when a potential problem is highlighted or when a shortcoming needs to be addressed. An ‘asset-based’ approach to community development emphasizes a community’s strengths and resources

**Most respondents agree to the importance and benefits of Culture but there is room to build on what we have**



Source: Cultural Plan Task Force Survey

and builds on what’s working. (See Appendix 4: List of Summerland Cultural Assets.)

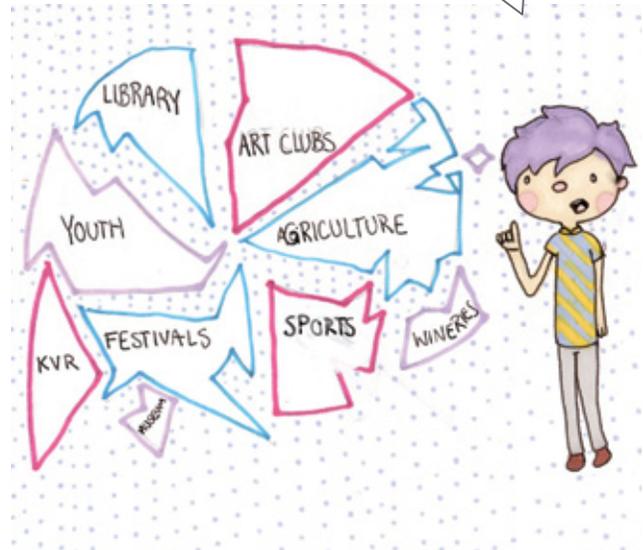
Summerland’s resources include a rich history, well-established cultural organizations, many events and festivals, orchards and wineries, a beautiful natural environment, an attractive downtown, and public-spirited residents. The community is more likely to support new initiatives that take advantage of these strengths.

This approach doesn’t mean issues are ignored, but the way to respond to them is by leveraging the community’s assets. By undervaluing the community’s strengths, building blocks and solutions will be missed. For example, many people during the cultural planning process identified one way to get more tourists downtown would be to better connect downtown with Summerland’s outlying tourist attractions – the KVR, wineries, beaches, and hiking and biking trails.

**Let’s Act!**

- Build capacity by creating opportunities to support, empower and recognize community volunteers and volunteer organizations through initiatives like volunteer fairs, grant writing workshops and educational seminars, annual community awards, and a central database of local volunteer opportunities
- Consider the development of a Community Heritage Management Plan and a program to promote the restoration and use of historic buildings, outlining their economic benefit

*“We are fragmented. Create a community vision! Bring the parts together.”*



- Work with the Summerland Museum & Heritage Society to develop a long-term plan to support the museum
- Work with the Kettle Valley Steam Railway Society to determine how the KVR can be best supported and developed as a community asset
- Encourage and facilitate the expansion of existing community events
- Name a street or public space after George Ryga
- Work with the cultural community to create a directory of local authors, visual artists, performing artists, artisans, etc., through the cultural mapping process

## 5 Connect the community

A well-founded cultural community is inclusive, accessible and affordable. Everybody has an opportunity to take part in community life and the municipality lends its support primarily to programs and events that promote access and participation for all. A range of free events and programs is essential; many participants in the cultural planning process cited the popularity of Light Up, Wednesdays on the Water, and ActionFest.

There is strong support for a more age-friendly community. The elderly and less mobile have requested improved accessibility. To achieve cultural and economic sustainability, youth must be able to envision remaining in the community and becoming socially engaged. Many feel the need to accommodate lower income families and to reach out to First Nations, ethnic communities, and seasonal workers.

A strong cultural community connects its past with its present, and its urban with its rural areas. Many people spoke of a desire for a railway presence downtown, and a central Bottleneck Drive location.

These kinds of connections will require a ‘collective impact’ approach to co-ordinate different community groups and cultural organizations. There is a desire and need for leadership from Council, open communication, capacity building, partnerships and collaborations. Earth Week is a local example of how multiple diverse groups can work together to put on a successful community event. The busy week of activities is a collaborative

effort of the municipality, arts organizations, gardening groups, the agricultural community, environmental groups, and local businesses.

A central point of contact would enable collaborations, and the municipality is best positioned to provide that backbone. It is not just about funding; it is about fostering relationships between public, private and non-profit organizations and sectors for the benefit of all.

### Let’s Act!

- Develop clear, cohesive, creative signage and maps that:
  - » improve flow into the downtown
  - » improve flow to main attractions
  - » identify fruit varieties being grown in orchards and vineyards
  - » reflect Summerland’s identity
  - » are coordinated with artwork
  - » highlight neighbourhoods, landmarks, attractions, food, trails, etc.
- Support the development of a comprehensive community calendar of events in both online and paper formats (eg. ‘mySummerland’)
- Use culture and grassroots connections to improve the relationship with our First Nations neighbours
- Recognize Summerland’s multicultural diversity in community events
- Improve physical connections and flows around the community including trail systems, bus transport, accessibility, etc.

## Implementation

The District of Summerland will be responsible for facilitating the implementation of the Community Cultural Plan. An appropriate allocation of financial and human resources is necessary to achieve this implementation. In addition, provisions are needed to ensure accountability and monitoring of the Plan's implementation.

Community groups are well established and best positioned to provide many of the listed actions and initiatives, although they may seek to work in partnership with the municipality and/or other organizations and businesses. It is not expected that the municipality will be solely responsible for the delivery and funding of all local cultural services.

A shared responsibility for cultural development in Summerland will require a commitment to the spirit of mutual trust, cooperation, and coordination.

### Human Resources

The District of Summerland will need to evaluate its administrative capacity to manage the implementation of the Cultural Plan. It will need to ensure a sustainable staffing model for the provision and support of culture. It is expected that responsibility for arts and culture will be assigned to a municipal department.

Some existing resources may need to be reallocated, including staff time. New resources

should be directed toward the establishment of a permanent community co-ordinator. There may also be opportunities for student work placements, summer jobs, and volunteer positions.

The community co-ordinator will need to help create connections between organizations and build capacity in the community. A governance structure for the provision of cultural services will need to be developed in consultation with community organizations, with consideration given to a fee-for-service model.

### Financial Resources

Culture will require transparent and consistent investment. Analysis of past Summerland municipal budgets indicates that cultural activities have not been a high priority and one intent of this Plan is to ensure that appropriate financial resources are allocated to culture in future budgets.

Studies by Hill Strategies Research suggest that Canadian communities with populations between 10,000-25,000 spend on average 5% of their budgets on the arts, festivals and events, public art and design, libraries, heritage, and the conservation of historical archives. It is anticipated that such funding allocations in Summerland would move toward this national average.

Grant funding is the mainstay for cultural services, and skilled grant writers could ensure adequate

wages for themselves with funds they're able to secure. Sponsorships, fundraising opportunities, legacy gifts and planned giving could also be explored. A municipal arts fund could let residents and businesses make tax-deductible donations to invest in local arts and culture.

Development amenity fees can be explored as a funding source for public art or other cultural initiatives needed to serve an increasing population resulting from new construction.

**Accountability**

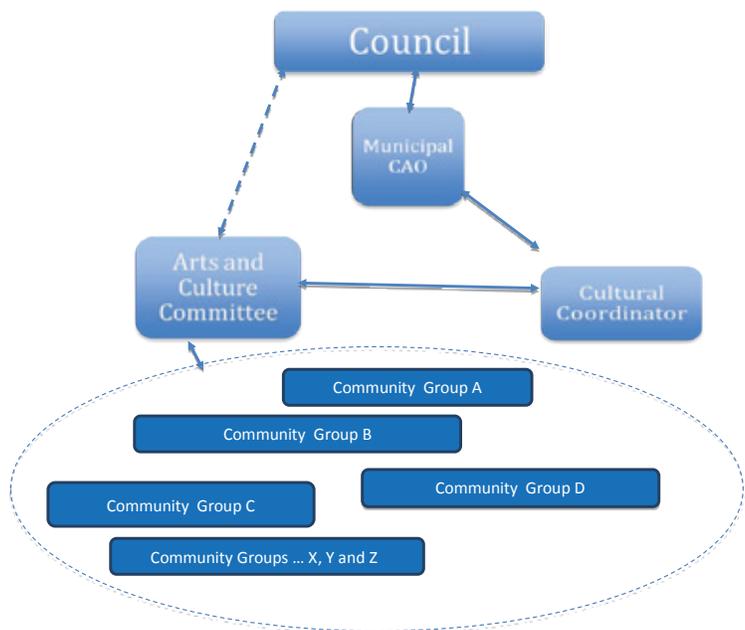
Council leadership can empower the community through its example and encourage municipal staff, community groups and individuals to deliver quality cultural activities and programs. It is important that Council recognizes the value that the community places on their local culture and adopts this Community Cultural Plan.

A municipal Cultural Committee with representation from the arts and culture community should be established to monitor and evaluate the implementation of the Cultural Plan through an annual progress report. The Committee would act as a liaison between Council and the community, and refer to the Cultural Plan when advising Council and staff on cultural initiatives.

Other council committees including the Heritage Advisory Commission, Parks and Recreation Commission, and Advisory Planning Commission are also encouraged to acquire a broad understanding of the Plan and monitor implementation of the portions of the Cultural Plan relating to their areas of responsibility.

The community will play an essential role in implementing the Cultural Plan. Arts and heritage organizations, service groups, the business community, school board, public library, and individual citizens are all important stakeholders who can facilitate, volunteer, and provide the passion to ensure the successful realization of the Community Cultural Plan.

**Example Governance Flow Chart**





*Ian McIntosh*

## Conclusion

Summerland's first official Community Cultural Plan engaged residents in a deep and far-reaching discussion of the community's identity and the importance of local culture. The planning process took more than a year and the community embraced the idea of a Cultural Plan with enthusiasm and interest.

The Plan focuses on the community's cultural values and identifies five strategic directions based on those values. The overall direction set out in the Plan celebrates the community's achievements and identifies actions to both build on these successes and fill in some of the gaps. These actions will require leadership from Council, but also collaboration between the municipality and the community.

With this collaboration, Summerland can become the culturally vibrant and cohesive community envisioned by all those who participated in creating this plan.

## Appendix 1: Task Force Terms of Reference

### **Purpose**

The purpose of the Cultural Plan Task Force (the “Task Force”) is to undertake a cultural planning process and develop a Community Cultural Plan (the “Plan”). The Plan will provide a comprehensive long-term plan that will shape Summerland’s cultural development.

### **Objective**

The objective of the Task Force is to develop a plan within 12 months.

In order to fulfill its purpose, the Task Force will identify effective engagement tools and undertake a public participation process that encourages a high level of local input.

The Task Force shall be responsible for developing a Plan that:

- a) understands the values and perspectives of the whole community;
- b) addresses cultural trends and issues, including funding challenges;
- c) promotes collaboration, partnerships, and local action; and,
- d) creates a shared sense of direction and envisions a preferred future.

The Task Force will prepare a final draft of the Community Cultural Plan and submit it to Council within 12 months of the Task Force’s inception. Two interim reports should be submitted to Council, one by the end of October 2015 and one by the end of February 2016.

Components required for completing its mandate, include but are not limited to the following:

- a) attending Task Force meetings;
- b) attending public meetings, open houses, roundtables or other types of community participation events as identified by the Task Force;
- c) reviewing all public submissions and summaries of participation events;
- d) reviewing existing research and resources available in the community;

- e) reviewing best practices, policy directions and other work undertaken in other jurisdictions;
- f) reviewing all progress reports and drafts of the Plan;
- g) setting priorities for the Plan; and,
- h) providing comments to any consultants as may be required.

### **Membership**

The membership of the Task Force will be comprised of:

- Up to 15 members of the public consisting of wide representation from the local community;
- two local Councillors.

All members of the Task Force will be appointed by Council.

Participation on the Task Force is voluntary and members of the Task Force will serve without remuneration other than reimbursement of expenses approved by the Task Force, incurred in the performance of Task Force duties.

The Task Force is a working group and its members must be willing to devote an appropriate amount of time to complete the task.

### **Term**

Members shall be appointed by Council resolution to a term expiring at the completion of the Cultural Plan or May 31, 2016, whichever is earlier.

### **Meeting Procedures**

The Task Force will meet regularly with the specific dates and times for meetings to be determined by the Task Force. Additional meetings may be called by the Chairperson. The Chairperson may cancel any meeting.

Meetings of the Task Force shall not conflict with regular meetings of Council or Committee of the Whole.

Task Force members are expected to regularly attend all scheduled meetings. In the event a member is unable to attend a meeting, the member must contact and advise the Chairperson in advance. If a member has been absent for three consecutive regularly scheduled meetings and has failed to advise the Chairperson in advance, the member shall be deemed to have abandoned his or her appointment and the office shall be considered vacant.

Quorum for the Task Force shall be a majority of the members of the Task Force.

The Task Force will select a Chairperson, Vice-Chairperson, Recording Secretary, and any other officers as it may deem necessary.

Minutes of Task Force meetings shall be prepared by the Recording Secretary, and must be signed by the Chairperson and the person acting as Recording Secretary.

Minutes of the meetings are to be forwarded to the Administration Department at Municipal Hall for safekeeping, and will be available for public inspection.

The Chairperson, in consultation with the Vice-Chairperson, shall be responsible for preparing an agenda which will be forwarded to the Administration Department a minimum of three (3) days prior to the meeting for public posting. All meetings are open to the public.

All Task Force proceedings shall adhere to Council Procedure Bylaw 2000-156, Part 8 – Committees and Part 9 – Commissions as amended.

### **Subcommittees**

The Task Force may establish subcommittees, as needed, to consider specific issues. Subcommittees are not required to be approved through Council. Subcommittees are responsible for preparation of their own agendas and minutes as required and making their own arrangements for meeting locations.

### **Staff Support**

Technical direction and secretariat assistance to the Task Force will be provided by the District of Summerland Development Services Department. The Director of Development Services will be the primary staff contact for the Task Force.

The Task Force may invite Staff representatives from any District department to attend Task Force and public engagement meetings to provide clarity or information related to their departmental work plans.

Any District staff attending meetings of the Task Force are not members of the Task Force.

Adopted: April 13, 2015

## Appendix 2: Methodology

### 1 Cultural Planning

Municipal cultural planning is a process of public consultation and data analysis for the purpose of leveraging a community's values to help achieve civic goals. It provides a way of looking at local issues and concerns based on what people say they value most about their community.

### 2 Plan Preparation

On April 13, 2015, Summerland Council appointed a Cultural Plan Task Force to undertake a cultural planning process and develop a comprehensive Community Cultural Plan to shape to Summerland's cultural development. The Task Force was a working committee and its volunteer members devoted many long hours to carry out the entire planning process, including all consultations, data analysis, research and writing. A task management schedule to guide workload and timelines was based on the Cultural Planning Toolkit developed by the Creative City Network of Canada.

All Cultural Plan Task Force members are residents of Summerland. At the time of the Cultural Plan's completion in August, 2016, the Task Force included:

- Denese Espeut-Post, chair
- Dan Dinsmore, vice-chair
- Margaret Holler, secretary-treasurer
- John Bubb
- Jean Evanishen
- Susan Gibbs
- Dianne Hildebrand
- Ellie van Nie
- Betty-Ann Xenis
- Councillor Doug Holmes
- Councillor Janet Peake

Ian McIntosh, Director of Development Services, provided technical direction and staff support to the Task Force.

### **3 Cultural Mapping**

Cultural resources, or cultural assets, are all the people, organizations, facilities, and activities in the community through which we express our shared beliefs, customs, and values. They include our non-profit societies, volunteer organizations, certain businesses, schools, library, theatre, museum, art gallery, studios, public parks, historical sites, geographic landmarks, festivals and events, artists, artisans, musicians, performers, writers, and more.

The Cultural Plan Task Force compiled an inventory of these resources and assets, which were used to develop a dynamic GIS-based cultural map of Summerland.

Cultural mapping established the groundwork for the Cultural Plan by providing a measure of the relative strength of the cultural community. The map highlighted patterns of public usage of cultural resources and illustrated the relationship between culture and various social, economic and environmental factors.

Cultural mapping was also used as the basis of the Task Force's community consultations, and it continues to be used as a tool for maximizing the use of cultural resources to enhance cultural activities, cultural tourism and economic growth.

### **4 Community Consultation**

Public engagement was a key component of the cultural planning process to ensure the Cultural Plan represented the perspectives and aspirations of the community.

The Task Force committed to ensuring consultation followed the best practice of hearing from as many people as possible. A consultation program was deployed based on the Community Engagement Toolkit developed by the Social Planning and Research Council of BC.

In all, the Task Force received more than 2,300 individual responses, including:

- Roundtable discussions and comments received from approximately 250 members of the public who attended the 13 'Community Conversations' on different aspects of local culture: Agriculture (Oct 7, 2015), Multiculturalism (Oct 15), Seniors (Oct 21), Literary Arts (Oct 27), Visual and Performing Arts (Oct 29), Heritage (Nov 3), Youth (Nov 16), Social and Community Services (Nov 17), Environment (Nov 19), Festivals and Events (Nov 23), Sports and Recreation (Nov 24), Downtown Revitalization (Dec 1), Local Business (Dec 8).

- 576 responses to a survey that was handed out at community events such as the farmers' markets and Wednesdays on the Water, and made available online.
- More than 600 comments written on sticky notes and placed on display boards that rotated around to different public locations including the Recreation Centre, library, arena, art gallery, wineries, coffee shops and other local businesses.
- 15 written submissions from individuals or groups who made specific comments or recommendations without any organizational constraints.
- Comments from 226 Summerland Secondary School students, as organized by the Grade 11 leadership class.

Input was sought from stakeholders throughout the planning process. Following each Community Conversation, participants and stakeholder groups were provided feedback to ensure they had been heard correctly and to keep them engaged.

To connect with the online public, the Task Force used social media, the District of Summerland's website, a designated summerland.ca email address, and third-party email distribution lists and newsletters.

Offline communication included press and photo releases, newspaper and radio interviews, advertising in local publications, articles in the municipal newsletter, notices on public bulletin boards, and a physical presence at public events like the Sunday Market and Wednesdays on the Water.

Interim update reports were presented to Summerland Council on October 26, 2015 and on April 25, 2016.

In preparing the Plan, the Task Force also reviewed the District of Summerland's Official Community Plan, the 2015-2019 Strategic Plan, other community plans and draft documents, and earlier community input such as the work of the Community Cultural Advocacy Committee and its predecessor the Community Cultural Development Committee and comments from two Conversation Cafés. The Task Force further referenced the Cultural Plans of many other communities, and met in person with a number of community and external cultural experts, including:

- Gord Hume, London (Ont) Cultural Plan and author, *Cultural Planning for Creative Communities*
- Andrea Sanders and Ruth ten Veen, Museum Society
- Dave Hill, Climate Action Committee

- Todd Laidlaw, True Grains
- Ellen Walker Matthews, Thompson Okanagan Tourism Association
- Allison Lindsey and Erika Bidwell, SADI
- Tara Hollas, Foodbank and Resource Centre
- Vicki Jones, Princeton cultural planning consultant
- Dr. Sharon McCoubrey, UBC Okanagan, Lake Country Public Art Commission
- Prof. Bernard Momer, UBC Okanagan, Kelowna Cultural Plan
- Christi-Lee Bond, Gillian Stohler, and Marion Christian, Bottleneck Drive

On May 30, 2016, the Task Force's findings and an initial draft of the Cultural Plan were discussed with a focus group of 14 community members. A week later, on June 6, the draft Plan was made public. About 50 people attended an Open House to review and provide feedback. Gord Hume and Bernard Momer read drafts of the Plan and provided comments. The Task Force discussed the Plan with District of Summerland senior management on June 14 and July 20, and with Summerland Council on July 12 and August 11. The Plan as written was completed on August 19, 2016.

## **5 Data Analysis**

Upon conclusion of the community consultation process, the Task Force took all the public input in its various forms – quantitative (survey results) and qualitative (comments from the Community Conversations, display boards and written submissions) – and prepared the data for assessment and analysis.

All comments and suggestions were carefully read, digitally catalogued, and extensively discussed. All the input was entered into a database and organized with searchable options using online data analysis tools.

People's opinions about Summerland varied widely but with careful analysis of the data, it was possible to identify commonly held themes and core values reflecting the opinions of the participants and the community. Identifying the values of the community provided the opportunity to evaluate people's comments and suggestions in terms of whether or not they fit with what the community believes to be important.

Looking again at the data, the Task Force was able to consider each community value in terms of their strengths, gaps, and required actions. From these, the Task Force established a number of Strategic Directions that apply across all values.



## The Cultural Plan Task Force Cultural Survey 2015

**Check the box that best describes you:**

- Under 18
- 18-29
- 30-54
- 55+

- Summerland resident
- Part-time resident
- Visitor

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| ⇒ I participate in Summerland's cultural activities.      | <input type="checkbox"/> | <input type="checkbox"/> |
| ⇒ I volunteer for cultural activities in Summerland.      | <input type="checkbox"/> | <input type="checkbox"/> |
| ⇒ I attend cultural events in other Okanagan communities. | <input type="checkbox"/> | <input type="checkbox"/> |

**These are some cultural events, activities and locations in Summerland. Please check the boxes of all the items you value most.**

- |  |  |
|--|--|
| <input type="checkbox"/> Art Gallery                       | <input type="checkbox"/> Wineries-Wine Fests             |
| <input type="checkbox"/> Library                           | <input type="checkbox"/> Orchards                        |
| <input type="checkbox"/> Museum                            | <input type="checkbox"/> Earth Week                      |
| <input type="checkbox"/> Centre Stage Events               | <input type="checkbox"/> Endless Summer Car Show         |
| <input type="checkbox"/> Band Shell Events - Memorial Park | <input type="checkbox"/> Trails                          |
| <input type="checkbox"/> Spirit Square Events              | <input type="checkbox"/> Restaurants                     |
| <input type="checkbox"/> Fall Fair                         | <input type="checkbox"/> Cafes                           |
| <input type="checkbox"/> Action Fest                       | <input type="checkbox"/> Blue Grass Festival             |
| <input type="checkbox"/> Festival of Lights                | <input type="checkbox"/> Races/Runs                      |
| <input type="checkbox"/> Singers and Players Performances  | <input type="checkbox"/> Rodeo                           |
| <input type="checkbox"/> Good Will Shakespeare Festival    | <input type="checkbox"/> Wednesdays on the Water (Music) |
| <input type="checkbox"/> Kettle Valley Railway             | <input type="checkbox"/> Other (List) _____              |

**Please check the box the best reflects how much you agree or disagree with the following statements based on the scale below:**

- |                            |                                   |                |                                   |
|----------------------------|-----------------------------------|----------------|-----------------------------------|
| Strongly disagree          | <input type="checkbox"/> <b>1</b> | Somewhat agree | <input type="checkbox"/> <b>4</b> |
| Somewhat disagree          | <input type="checkbox"/> <b>2</b> | Strongly agree | <input type="checkbox"/> <b>5</b> |
| Neither agree nor disagree | <input type="checkbox"/> <b>3</b> |                |                                   |

- |  | <b>1</b>                 | <b>2</b>                 | <b>3</b>                 | <b>4</b>                 | <b>5</b>                 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 Culture, including arts and heritage are important to me.                                      | <input type="checkbox"/> |
| 2 I am satisfied with Summerland's cultural events and activities.                               | <input type="checkbox"/> |
| 3 Summerland offers many cultural activities, including arts and heritage.                       | <input type="checkbox"/> |
| 4 Summerland cultural activities, including arts and heritage, improve the climate for business. | <input type="checkbox"/> |

APPENDIX 3: QUESTIONNAIRE

Strongly disagree	1	Somewhat agree	4
Somewhat disagree	2	Strongly agree	5
Neither agree nor disagree	3		

- 5 Summerland's cultural events are effectively promoted and advertised. □ □ □ □ □
- 6 Summerland should promote and preserve historical sites. □ □ □ □ □
- 7 Summerland should recognize and promote First Nations culture and history. □ □ □ □ □
- 8 Summerland should promote multicultural events. □ □ □ □ □
- 9 Cultural facilities and programs enrich the community. □ □ □ □ □
- 10 Cultural facilities are part of the community's infrastructure. □ □ □ □ □
- 11 Summerland needs more cultural facilities or spaces. □ □ □ □ □
- 12 I would like to see more arts and culture events throughout the year. □ □ □ □ □
- 13 Public Art is important to me. □ □ □ □ □
- 14 Summerland's cultural events are affordable. □ □ □ □ □
- 15 Summerland's cultural events are accessible. □ □ □ □ □
- 16 Culture, including arts and heritage, attract tourists to Summerland. □ □ □ □ □
- 17 Cultural activities contribute to a vibrant downtown. □ □ □ □ □

**Please answer the following questions and rank the answers in order of importance.**

1 What do you think are Summerland's most important cultural initiatives/events.

#1 _____	#3 _____
#2 _____	

2 What are three words that describe Summerland's culture to you?

#1 _____	#3 _____
#2 _____	

3 How would you fund cultural initiatives in Summerland? (Prioritize in the boxes from 1 to 5)

Tax dollars	
User Pay	
Corporate Sponsorship	
Grant funding	
Developer fees/cost charges	

4 What are the topics that the Task Force should consider in developing Summerland's Cultural Plan?

\_\_\_\_\_

\_\_\_\_\_

**Thank you for your participation!**

## Appendix 4: Cultural Resources

*This list is for illustrative purposes only and does not purport to be a complete or current list of all of Summerland’s cultural assets.*

### Spaces and Facilities

1. Summerland Arts Center
2. Okanagan Library
3. Summerland Museum
4. Center Stage Theatre
5. Kettle Valley Railway Station/Museum
6. Summerland Rodeo Grounds
7. Senior Center
8. IOOF Hall
9. Summerland Youth Centre
10. Summerland Asset Development Initiative Facility
11. Nixdorf Car Museum
12. Public Art
  - Bear Sculpture
  - Sun Dial Sculpture
  - Murals: Center Stage, Anglican Church, IOOF Hall, Packing House, Underpass, Park/Beach Buildings
  - Allan Story Sculpture SSS
  - Fruit of the Earth Sculpture

### Festivals and Events

1. Action Fest-Music in the Park
2. Art Gallery openings and Displays
3. Art Walk
4. Banner Painting and Displays
5. Bluegrass Festival
6. DeVine Art show
7. Earth Week
8. Summerland Fall Fair
9. Quest/ Ornamental Gardens Garden Tours
10. Food, Farm and Wine Tours
11. Good Will Shakespeare Festival
12. Light up the Vineyards
13. Philosopher’s Cafes
14. Summerland Annual Studio Tours
15. Summerland Student Arts Programs
16. Wednesday on the Water Music Festival
17. Tuesday and Sunday Farmers Markets
18. Summerland Museum Heritage Tours
19. Blossom Pageant
20. Marginal Arts Festival-Ryga
21. Festival of Lights
22. Summerland School of Dance Performance
23. Endless Summer Show and Shine Festival
24. Summerland Feast of Farms

## Natural Heritage

1. Farms and Orchards
2. Giant Head Mountain Park
3. Summerland Ornamental Gardens
4. Adams Bird Sanctuary
5. Trout Creek Ecological Reserve
6. Woodbridge Nature Preserve
7. Parks
  - Crescent Beach
  - Kinsman Park
  - Living Memorial Park ballfield
  - Downtown Memorial Park
  - Peach Orchard Park
  - Powell Beach
  - Rotary Beach including Historic Paddlewheel Pier
  - Sunoka Provincial Park
  - Okanagan Provincial Park
  - Dale Meadows Park
  - Julia Street playground
5. Trails including Trail Canada, Centennial, Lakeshore, Trout Creek, Cartwright

## Community Cultural Organizations

1. Education:
  - Elementary, Middle and Secondary Schools Arts Programs
2. Community Arts Groups
  - Summerland Community Arts Council
  - Summerland Potters Guild
  - Summerland Singers and Players
  - Friends of the Library
  - Friends of Summerland Ornamental Gardens
  - The Garnett Valley Gang
  - Museum and Heritage Society
  - Summerland Art Club
  - Summerland Pleasure Painters
  - Summerland Baking Club
  - Summerland Dance Club
  - Summerland Garden Club
  - Okanagan Historical Society
  - Summerland Material Girls
  - Summerland Scribes
  - Summerland Stitchers
  - Summerland Traditional Rug Artists
  - Group of 6 or 7
  - Studio 5 Drawing Group
  - Mosaic Choir
  - Summerland Children's Choir
  - Summerland Book Clubs
  - Summerland Spoken Arts Group
  - Summerland Line Dancers
  - SADI
3. Community Cultural Advisory Committee
4. Ethno-Cultural Society- Hindu Cultural Society

### **Historical and Genealogical**

1. Museum and Heritage Society
2. Fur Brigade Trail and Mural
3. Priest's Camp
4. Lakeside Presbyterian Church
5. George Ryga House (privately owned)
6. Kettle Valley Railway Station and Society
7. Summerland Pier
8. Historical Lakeshore Area
9. Historical Buildings including Bank of Montreal, Private Houses
10. Summerland Cemeteries
11. Historical Downtown Main Street

### **Creative Cultural Industries**

1. Cherry Tree Quilts
2. Artisans of the Okanagan
3. Tammy's Brush to Canvas
4. Sage Fine Arts Gallery
5. Summerland Sounds and Music Recording
6. William Okos Music
7. Advanced Audio Microphones
8. Interior Ink Works
9. SASS Fashion Design
10. Studio 2 Graphics
11. Keystone Creative Studio
12. ET2 Media
13. All She Wrote Consulting
14. Complete Copy Writing
15. Signwave signs
16. Source Graphics and Print Co
17. Zetto Designs
18. Whe-Tech Services
19. Raven Sign Company
20. Image source Advertising Group
21. Uptown Dog Sign and Design
22. Interior Inkworks
23. EZ Rock 98.5
24. Summerland Review
25. BC Bargain Hunter.com
26. Kelso Entertainment Agency

## **Creative Cultural Occupations**

### 1. Artists, Musicians, Writers, Graphic Designers

- Artisans of the Okanagan
- Bruce Crawford Studio
- Jean Evanishen Pottery
- Stacey Studio
- DeLong Studio
- Earth Art Studio
- Will Enns Studio and Gallery
- Bill Hibbard Studio
- Margot Studio
- Madam Jewels Bead Trail
- Tammy's Brush to Canvas
- Tanya Graham Art
- Elaine Watts Studio
- Trout Creek Studio
- John Topham Studio
- Medicine Man Gallery
- Janice Blackie Goodine
- Irene Gray Studio
- Valorie Nielsen Studio
- Lynnea Good
- Stephanie Seaton-Summerland Online
- Val Eibner Studio
- Nancy Strachan
- Jean Booth
- Perry Music Studio
- Michael Hermish
- Phia's Pottery
- Sing your Song Studio
- Love Notes
- Tracy Fehr Voice Studio
- Unlimited Vision Photography and Graphic design
- Elizabeth Wrobel Photography
- Tom Burley Photography
- Marcia Rothfield Photography
- Linkage Photo
- Greg Johnson Photography
- Vision Quest
- John Rousseau Design

APPENDIX 5: CULTURAL EXPENSES

**District of Summerland  
Cultural Expenditures  
Years 2015,2014,2013**

	<u>2015</u>		<u>2014</u>		<u>2013</u>	
<b>Waiver of Building Costs/Rent/Property taxes</b>						
Old Library	28,270		24,590		31,415	
Arts Council and Potters Guild	30,600		25,000			
Museum and Heritage Society	17,548		14,945		18,595	
		76,418		64,535		50,010
<b>Center Stage net budget</b>		540		5,285		6,665
<b>Okanagan Regional Library Requisition</b>		458,519		454,667		436,804
<b>Community Volunteer Appreciation Dinner</b>				2,100		2,000
<b>Council Committees</b>						
Cultural Committee*	2,500		2,500		2,500	
Heritage Commission	1,000		1,000		1,000	
Japan Sister City	3,000	6,500	3,000	6,500	3,000	6,500
<b>Grants in Aid</b>						
Arts Council	4,300		3,900		3,600	
Summerland Royalty	1,200		1,200		2,144	
Museum and Heritage	38,600		35,000		35,000	
Friends of the Ornamental Gardens	8,000		7,500		7,500	
Summerland Exhibition Association			6,000		5,000	
Royal Canadian Legion	500		500		500	
Good Will Shakespeare	1,000					
Summerland Singers and Players	850					
Summerland Asset Devt (SADI)	5,000		5,000			
Summerland Youth Center	5,000		5,000			
Library (one time cost)	115,000	179,450		64,100		53,744
<b>One time Expenditures</b>						
Cultural Plan Task Force	15,000					
Library Furnishings	128,766					
Library Sidewalks & Parking	92,000					
		235,766				
<b>Total</b>		<u><b>957,193</b></u>		<u><b>597,187</b></u>		<u><b>555,723</b></u>
<b>% of Total Budget including utility funds</b>		3.4%		2.3%		2.1%
<b>% of General Fund Budget</b>		8.3%		5.4%		5.2%

Note 1. CCAC disbanded in 2015

Note 2. This is a listing of District funds invested in traditional cultural assets. As acknowledged in the report, culture is interwoven into many departments of a municipality. The list of cultural assets (Appendix 4) includes nontraditional items such as municipal parks, trails, etc. Costs associated with such assets are included in other budget departments eg. Parks and Recreation or Works & Utilities.



CULTURAL PLAN